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Somewhere in the world

Every

69

Seconds

A woman **DIES** of

Breast Cancer

DEA Drug Take-Back Day

On Saturday, September 25th the Drug Enforcement Administration (DEA) coordinated a one-day collaborative effort with state and local law enforcement agencies to remove potentially dangerous controlled substances from homes across our state and nation. This take-back initiative provided a unified opportunity for the public to surrender pharmaceutical controlled substances and other medications to law enforcement officers for proper destruction.

The 2008 National Survey on Drug Use and Health (NSDUH) estimated there are 6.2 million current non-medical users of psychotherapeutic drugs in the United States. The NSDUH survey further indicates there are more Americans abusing psychotherapeutics than the number of cocaine, heroin, and hallucinogen abusers combined. Expired, unused, or unwanted controlled substances in our homes are a potential source of supply that fuel this abuse and are an unacceptable risk to public health and safety.

Local Hometown Health Improvement Coalitions across the region participated in and worked with local police departments to help collect the expired/unused/unwanted prescription drugs and had a very successful day in collecting the drugs. Many coalitions also used the opportunity to educate those who dropped off the medications about Act 13. A big press event, including

politicians and the National Guard occurred October 1st at Clean Harbors in El Dorado, where the 2 ½ tons of drugs collected statewide were incinerated.

The Growing Problem (from the State of Arkansas Office of Drug Director)

- Arkansas has the worst teen prescription pain reliever abuse problem in the entire U.S. (SAMHSA, 2007)
- By the time Arkansas high school students have reached their senior year, 22% have abused prescription drugs. (APNA, 2008)
- Close to 10% of Arkansas high school seniors reported non-medical use of prescription drugs in the past thirty days. (APNA, 2008)
- Over the-counter and prescription drug abuse is rapidly increasing in earlier grades and at a rate comparable to, but faster than alcohol and cigarettes. (DHS, Adolescent Prescription Drug Misuse in Arkansas, June 2009)
- 49% of teens who abuse prescription painkillers also report use of two or more other drugs, and the most common one is alcohol (81%). (ONDCP, January 2008)

- An especially dangerous and potentially deadly combination results from prescription drugs used along with alcohol. Opiates plus alcohol may lead to severe respiratory distress and death. (NIDA, 2009)



Dallas County Health Unit Administrator Donna Ferguson and a Fordyce policeman show the prescription drugs they collected with the help of DASH Coalition members.



Ouachita County Sheriff's Department and AHOC Coalition members collected 4 gallon bags worth of prescription drugs.

Community Health Nurse Trainings

Seventeen new school nurses attended the recent hearing screening certification training at Dawson Co-op in Arkadelphia. Southwest Region Community Health Nurses (CHNS) presented the mandated training to the attendees. The presentation included incidence of ear infections for children exposed to secondhand smoke and the chemical effects of cigarette smoke on the eyes. The CHNS took this time to also educate on Act 13 and only five of the seventeen nurses knew about the law. The school nurses were also educated on the Quitline and fax back referrals that school nurses can do for their school employees. They discussed the benefits and counseling opportunities for youth.

A tobacco prevention tri-board was displayed and numerous brochures and pamphlets on tobacco prevention were available for nurses to take back to their schools. The school nurses were informed that ADH could help supply their nurse's office and the school-based parent centers with prevention material. The school nurses received almost half of their required contact hours for licensure from the one day training. (Pictured at right: Edie Greenwood, CHNS, presenting information on the dangers of second hand smoke).



On Saturday, September 25th, Cheryl Byrd, CHNS, and Cheryl Lindy, CHNS/CHPS Coordinator, collaborated with Child Care Connections - Southwest Resource and Referral, (an agency that supports child care centers) to host an all day training on safe medication administration for child care settings. This training was provided in Hope and was offered in collaboration with the DHS Division of Child Care. Arkansas received a grant for implementation of this training which utilizes curriculum developed by the American Academy of Pediatrics. The CHNS and Resource and Referral staff were trained as trainers by Dr. Maya Lopez from UAMS Department of Pediatrics. The curriculum emphasizes safe practices for day cares such as maintaining locked cabinets to store medications and other potentially harmful substances, ensuring day cares have a medication administration policy and teaching day care providers proper measuring techniques. During the training, numerous educational materials were shared including resources on healthy moving and eating and injury prevention. A local pharmacist donated medication measuring devices to share with the providers. Another topic pertinent to this population is avoidance of second hand smoke for young children. Act 13, the legislation that prohibits smoking in a vehicle where young children are secured in child restraints, was discussed and hundreds of Act 13 cards were distributed to the day care providers so they can send them home in backpacks for families to read. Amazingly, only 3 of the 20 participants were aware of Act 13. Plans are underway to offer another medication administration training in December at the DeQueen-Mena Educational Co-op for Early Childhood and ABC staff.

Don't Be Tricked

Dallas County Health Unit employees take great pride in coming up with new bulletin board ideas each month to emphasize local health unit services, good nutrition, or an awareness campaign for the month. October's bulletin board features healthy party ideas.

Bulletin boards are a great way to educate health department clients about prevention since the key to any successful program is education. They also serve as a good way to let clients know about services that are available to them through the Arkansas Department of Health.

For inspiration on making creative bulletin boards, contact the staff at the Dallas County Health Unit. They will be more than happy to share their ideas.



Injury Prevention Education in Polk County

Brenda Huff, Polk County Health Unit Administrator, has been busy educating local businesses, schools, fire departments and organizations on injury prevention. Brenda is using fact sheets from Children's Hospital's Injury Prevention Center to help spread the word. So far she has discussed the following topics with local groups:

- Bicycle & Helmet Safety— collaborating with the local Wal Mart to place fact sheets in the plastic sleeves on each bicycle they sell in their store.
 - ATV Safety— gave fact sheets to Agri instructors at Mena Schools to place in their classrooms
 - "Put the Cell phone away"- given to Drivers Ed teachers at Acorn, Mena, Cove, and Wickes Schools to educate students on state laws and dangers of using a cell phone while driving
 - Home Safety— Injury prevention home safety fact sheets given to local volunteer fire departments to place in their stations for community folks
- The Injury Prevention Center has fact sheets available at no cost on: ATV safety, bicycle safety, burn prevention, pedestrian safety, child passenger safety, helmet use, home safety, life jacket use, personal watercraft safety, teen driving safety, water safety, cell phone use while driving, graduated driver licensing and primary seat belts.

If you are interested in obtaining any of the fact sheets you may call the Injury Prevention Center at 501-364-3400 or visit their website at www.injuryprevention@archildrens.org.

Growing Healthy Communities in Columbia County

Columbia County HEALTH Coalition members have been busy implementing work plan activities from the Growing Healthy Communities grant awarded to them by ARCOP. Projects and recent activities include:

- Biggest Winner Challenge— Members expected 200 participants to sign up for the contest but registered 824 participants. A free 3-month membership to local gyms was offered to participants. Approximately 500 people per week are using the gyms.
- A Facebook page was established for the Biggest Winner Challenge and now has 260 “likes”. As a result of a post stating “with half of Magnolia on a diet you would think restaurants would step up and offer more healthy meals”, one restaurant now has a Biggest Winner Salad and another offers the Biggest Winner special of grilled chicken or fish with vegetables.
- Eight YouTube videos have been made showing how to cook healthy. The local Extension Agent did the demonstrations but youth were also featured in the videos.
- Lou Tobian with AARP presented details of how to do a Walkability Assessment at the monthly coalition meeting. After the presentation was reported in the paper, the Mayor used \$15,000 to repair sidewalks on the main road from downtown to the SAU campus.
- The GHC grant is working with the Housing Authority and work study students to provide after-school physical activity for kids.
- Southern AR University is making plans to add lights to the walking trail that is on the campus.
- The Family Care Fair which has been conducted for several years partnered with South AR Youth Services (SAYS) this year. SAYS handed out school supplies so there were a lot more parents and students this year. Attendance was up from 75 to 400 participants. “Portion Size” placemats were given to all who attended.
- The local coalition is planning a regional summit, “Active Living in SW AR”, on Tuesday, November 2nd at the SAU Reynolds Center from 9-3 pm. Topics include: Starting and Sustaining a Community Garden; Conducting a Community/Worksite Fitness Challenge; Improving Child Fitness in Afterschool Programs; Shape-Down-Medically Supervised Child Obesity; and Using Social Media for Community Health Improvement. Coalition members from across the SW Region are encouraged to attend. The speakers will have lots of handouts and resources to share with the attendees on how to replicate the programs presented.

Early Detection Saves Lives

New Resources Will Have Impact in Union County

The Substance Abuse Prevention Committee of the Union County TOUCH Coalition has been awarded the Drug Free Community Grant. The grant will start in October 2010 and is renewable for 10 years, with the last five years being competitive. The grant is for \$125,000 per year and will further aid their cause for substance abuse prevention.

Union County was also selected as one of 5 pilot sites in AR for the Assuring Better Child Health Development Program (ABCD Links). The program is a partnership among several divisions within the Department of Human Services and the Department of Health. El Dorado was chosen to be a pilot site for the program, which is about linking parents with developmental screenings and then with the proper help they may need from specialists. The project is based on developmental screening to identify potential problems and issues and address those problems through early intervention before those children get even old enough for school. Martha Hiett, with the Department of Human Services Division of Child Care and Early Childhood Education, stated at the September TOUCH meeting that approximately one out of every six children in the U.S. faces a developmental disability or a disabling behavior problem before age 18. She added that “only 50 percent of these children are identified before they start school”.

The overall goal of the LINKS program is to look at creating or improving the service delivery and funds that support it to promote high quality care around all these issues of healthy development and specifically for Medicaid eligible children. The other goal is to develop policies and programs that assure that health plans, insurance and providers, and children’s parents, grandparents, and caregivers have the knowledge and skills needed to furnish the healthcare and support that will help with the development of the children.

Several local businesses in Union County failed the recent compliance tests conducted by the Arkansas Alcohol Beverage Control Board. Bryant, Carman, an agent from the ABC board, informed the TOUCH coalition members in September that he had conducted alcohol compliance check in 21 businesses and that seven of the businesses sold alcohol to underage agents. Each business was written a criminal citation and given a mandatory court date.

The SHARE Foundation commissioned a consulting firm to survey Union County residents regarding what they felt were the most pressing needs in the community. There were 63 areas of need identified and ranked by 569 survey participants. The Foundation will use the results of this survey to focus their 2011 grant funding on the needs identified in the survey.

Just the FACTS in Ouachita County

Ouachita County is starting an innovative service for the community in regard to Worksite Wellness. Letters are being sent to businesses reminding them of how they can save money with a Worksite Wellness program. AHOC Coalition members will be offering a variety of topics that employers can pick from to be presented at staff meetings, health events, lunch and learns, etc. The new program is called FACTS on Health. The training segments are approximately twenty minutes in length. FACTS stands for;

- F– fast
- A– accurate
- C– community
- T– training
- S– segments

Child Passenger Safety Technician Class

Bonnie Carr, SW Region Rural Health Specialist, recently attended the five day training to become a Nationally Certified Child Passenger Safety Technician. The class consisted of book and lecture material, book tests, hands-on skills demonstrations, and a community car seat check-up event. Bonnie will be working with local health units in her area to check car seats during WIC and Family Planning clinics. She offers these tips:

Keeping Your Child Safe in the Car

Motor vehicle crashes are the number one cause of death for children in Arkansas. The Child Passenger Safety Education program teaches families, health care providers, teachers, police officers, fire fighters, and child care providers how to choose and install the correct car seat. You never know when or if a crash may occur. It only takes a moment to protect your child from being hurt or killed.

Selecting and Installing a Child Safety Seat

Always remember these guidelines:

- It must be appropriate for your child's age, height, and weight.
- It must fit tightly into your vehicle. No more than 1 inch movement side to side or front to back. **The back seat is the best place for the child safety seat.**
- Always refer to the child safety seat instructions and vehicle manufacturer's instructions for weight limits, proper use, and installation.
- Avoid car safety seats that are too old. All manufacturers are required to include the model number and manufacture date on each seat they produce. It can be found on a label attached to the restraint, usually on the bottom or the side of the seat. Most manufacturers recommend replacing any child safety seat over 6 years old.
- New child seats have a registration card. Register your child's safety seat with the manufacturer so you can be notified of any recall.

(Resources: The National Highway Traffic Safety Administration)

Child Passenger Safety Checklist

- **Rear Facing**

A child should sit rear facing until at least one year of age **and** 20 pounds.

It is best to keep the child facing the rear of the car until the upper weight limit of their seat...30-35 pounds.

- **Forward– facing with harness**

A child should sit forward-facing with harness until 40 pounds.

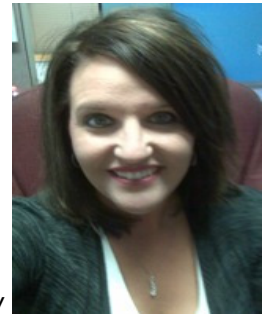
- **Booster Seat**

A child should sit in a booster seat until the child is about 4'9" tall– around 8 years of age.

- **Seat belt for LIFE!**

Children should ride in the back seat until they are 13 years old. If adults buckle up, they are much more likely to buckle up their child.

(Resources: Arkansas Children's Hospital Injury Prevention Center)



Questions to ask yourself?

Do you have the correct seat for your child?

Is your car seat installed the correct way in your car?

Is your child old enough to use just a seat belt?

Has your car seat ever been involved in an accident?

Has your car seat been recalled?

SPU? You keep hearing that acronym but you may have no idea what SPU is. SPU stands for Special Prevention Unit. The Special Prevention Units were designed to give the adults and youth the tools to take leadership and role modeling for positive life choices into their schools and communities. These students learn team building and other leadership skills to provide them with the tools for positive decision making and refusal skills in all aspects of their teenage life.

The Southwest Arkansas Prevention Taskforce has built a strong community collaboration with local county law enforcement agencies, schools, and community groups dedicated to building a brighter future for the youth and adult population of communities through better communication and leadership skills.

The taskforce working in conjunction with law enforcement planned and designed the latest officer training to increase and reinforce the SPU mission understanding. This was done with workshops, keynote speakers, and group activities. Although participants were educated on SPU group capacity building and substance abuse risk factors, one in particular was targeted - underage drinking. Through funds supplied from the five Enforcing Underage Drinking Laws grants in the taskforce's region, the members of the taskforce were able to host this regional training to begin rolling out the projects outlined in each of the grant's work plans. One particular project was the Social Hosting Laws media campaign that will saturate Southwest Arkansas during Red Ribbon Week. Youth worked on three media campaigns and one movie commercial aimed to educate the public, youth and adults, on the new state Social Hosting Law.

"Being a part of a youth-led peer leadership group is key to helping our youth get through the life issues they face today" Phil Brown, youth pastor and SPU sponsor said.

SPU is available to your school. They are just a phone call away at 903-691-9421.

Public Health Rocks

The staff of the Clark County Health Unit manned a booth at the Clark County Fair from September 15-18. The theme for their booth this year was "Public Health Rocks". The booth had information on cardiovascular health, SOS, TB, WIC, Family Planning, STD's, general public health, Hometown Health, environmental health and immunizations.

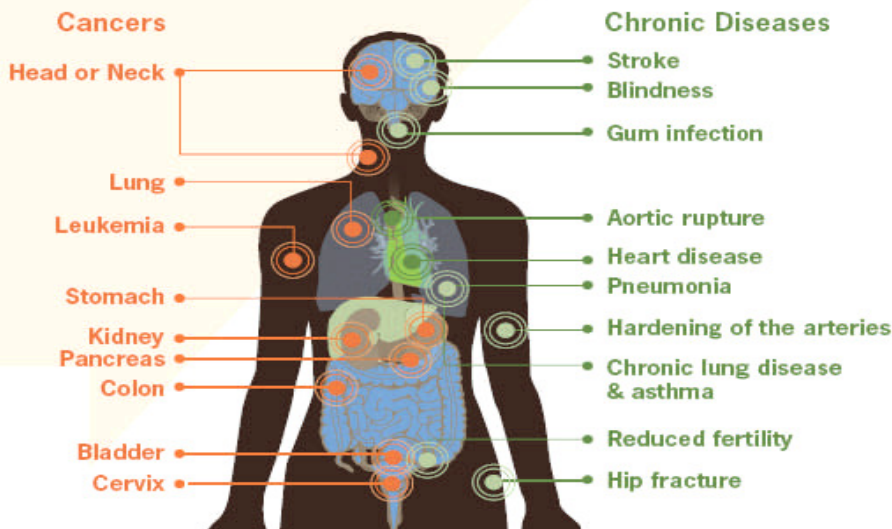
Ann Caldwell, Darlene Partridge, Karen Ashcraft, Cora Godwin and Administrator John Miller all manned the booth throughout the fair. Those who stopped by to visit the booth were asked to register for a door prize donated by the health unit which was an emergency basket which contained various food items, a can opener, multi-function knife, first aid kit and flashlight.



MAMMOGRAMS.... A few minutes for a lifetime

Risks from Smoking

Smoking can damage every part of the body





Bonnie Carr, RHS, Montgomery County, Editor
 Joni McGaha, HHI Regional Coordinator
 Sarah Powell, RHS, Hempstead County
 Janet McAdams, HHI Regional Manager
 Arnell Washington, RHS, Miller County

SOUTHWEST REGION HOMETOWN HEALTH

Keeping Your Hometown Healthy.

www.healthyarkansas.com

In the News.....

Hot Spring County- Health unit administrator Suellen Simpson and health unit employees participated in the Ouachita Technical College Health Fair for students, faculty, and high school students who were bused in. Participants were able to stop by and visit the booth to obtain information on health unit services. Colleagues also participated in the annual Bismarck Bash and set up a booth on BreastCare, immunizations, family planning, WIC, public health preparedness, SOS and nutrition. Over 300 people attended the two events.

Little River- Gayle Vermeer, health unit administrator, set up a booth at the Little River County Fair Association to display information on available services, as well as information on the flu, heart health and alcohol and drug prevention.

Tobacco Education- Bobby Wilborg, Southwest Region Grants Administrator, displayed the new tobacco education display board to health unit administrators, district managers, HHI Support Staff, CHNS and CHPS at the regional administrators meeting in September. The display board shows new tobacco products on the market and features a slide-show that can be used to educate parents, school staff, and the community.



Early Detection Saves Lives Take Control Of Your Health

- Perform monthly breast-self examinations— make them part of your monthly routine.
- Have a professional breast exam by your health care provider close to the time of your mammogram at least every year if you are over 40: women 20-39 should have a clinical breast exam every 1-3 years, or as recommended by your health care provider.
- Have regular mammogram screenings starting at age 40 or as recommended by your health care provider.
- Quit smoking and avoid secondhand smoke- smoking is bad for your overall health but also increases your chances of breast cancer.
- Increase physical activity— Physical activity is a great way to relieve stress but also a way to help you maintain a healthy weight. Obesity increases your chances of breast cancer.

Breast Cancer is the most common cancer in women, aside from skin cancer.

Warning Signs of Breast Cancer

Due to the increased use of mammography, most women are diagnosed at very early stages of breast cancer, before symptoms appear. However, not all breast cancer is found through mammography. The most common symptoms of breast cancer are a change in the look or feel of the breast, a change in the look or feel of the nipple and nipple discharge. These are listed below:

- Lump, hard knot or thickening
- Swelling, warmth, redness or darkening
- Change in the size or shape of the breast
- Dimpling or puckering of the skin
- Itchy, scaly sore or rash on the nipple
- Pulling in of your nipple or other parts of the breast
- Nipple discharge that starts suddenly
- New pain in one spot that doesn't go away

If you have any of these symptoms, you should discuss them with your health care provider right away. Although for most people these changes will turn out to be benign (not cancer), the only way to know for sure is to see your provider.

(Source: Susan G. Komen Foundation)